

**ABSTRACT**

The process of the present invention relates to the isolation and purification of both a natural mixed carotenoid product and an all-*trans*- $\beta$ -carotene product from various different biomass sources, preferably from algae of the genus *Dunaliella*. More particularly, the present invention relates to a single solvent process whereby both natural and colorant products lie along the same process line. The nutritional product contains the natural array of carotenes and xanthophylls found in the plant material, while the colorant product contains primarily *trans*- $\beta$ -carotene.